

FIVE THINGS YOU CAN DO TO OBSERVE NATIONAL LATINO AIDS AWARENESS DAY October 15, 2015

1 Share information about CDC's One Conversation at a Time / Una Conversación a la Vez campaign.

- Visit the campaign website in [English \(www.cdc.gov/actagainstaids/campaigns/oneconversation/index.html\)](http://www.cdc.gov/actagainstaids/campaigns/oneconversation/index.html) and [Spanish \(www.cdc.gov/actagainstaids/spanish/campaigns/oneconversation/index.html\)](http://www.cdc.gov/actagainstaids/spanish/campaigns/oneconversation/index.html) for facts and conversation starters to help families, friends, and communities start and continue conversations about HIV.
- Download and distribute bilingual campaign materials in your local and virtual communities. Find campaign posters, palm cards, videos, and digital banner ads on our [campaign website \(www.cdc.gov/actagainstaids/campaigns/oneconversation/materials.html\)](http://www.cdc.gov/actagainstaids/campaigns/oneconversation/materials.html). Interested in receiving FREE campaign materials? Email OneConversation@air.org with your request.



2 Join the conversation online. Follow Act Against AIDS on social media and use our online resources.

- Like the [Act Against AIDS Facebook page \(www.facebook.com/ActAgainstAIDS\)](http://www.facebook.com/ActAgainstAIDS), follow [@actagainstaids \(instagram.com/actagainstaids/\)](https://www.instagram.com/actagainstaids/) on Instagram, and connect with [@TalkHIV \(https://twitter.com/talkHIV\)](https://twitter.com/talkHIV) on Twitter.
- Spark online conversations about HIV and AIDS by using **#NLAAD**, **#OneConversation**, and **#UnaConversación**. Here are some sample posts that you can use leading up to and on **#NLAAD**:

Share Facebook posts for NLAAD

- *You and I Will Defeat AIDS* is the theme of National Latino AIDS Awareness Day on October 15. Let's have **#OneConversation** about **#HIV** and **#AIDS** on **#NLAAD** <http://go.usa.gov/3zh3Q>
- Hispanics/Latinos represent 17% of the US population, but make up 21% of people living with **#HIV** & 23% of people who get an HIV diagnosis. Take action on October 15—National Latino **#AIDS** Awareness Day. **#NLAAD** <http://go.usa.gov/3zh3Q>

Share Twitter posts for NLAAD

- Oct 15 is Nat'l Latino **#AIDS** Awareness Day. Visit Act Against AIDS for resources in English & Spanish: <http://go.usa.gov/3uaqm> **#NLAAD**
- Latinos are 17% of US population, but 21% of people living w/HIV & 23% of people who get an HIV diagnosis. **#NLAAD** <http://go.usa.gov/3zh3Q>

Share Instagram posts for NLAAD:

- National Latino Awareness Day (NLAAD) is 10/15. How are you helping to stop the spread of HIV/AIDS among Latinos? Join **#OneConversation**. Post & tag a pic w/@ActAgainstAIDS. Use hashtags **#OneConversation** and **#HIVNoMas**
- Start **#OneConversation** about HIV/AIDS with friends & family. One conversation can make a difference.

- Participate in one of several NLAAD-themed Twitter chats! Check out the [Act Against AIDS Facebook page \(www.facebook.com/ActAgainstAIDS\)](https://www.facebook.com/ActAgainstAIDS) and Twitter [@TalkHIV \(https://twitter.com/talkHIV\)](https://twitter.com/talkHIV) for dates and times and be sure to use hashtags **#NLAAD**, **#OneConversation**, and **#UnaConversación**.
- Use your smartphone or digital camera to snap a photo with someone that you plan to have **#OneConversation** with this NLAAD and share it with the world on Instagram. Tag [@actagainstaids](https://www.instagram.com/actagainstaids) and use hashtags **#HIVNoMas** and **#OneConversation**
- Host a live broadcast via Periscope.

3 Host an NLAAD event in your community. Log onto www.NLAAD.org to register your event today.

Consider screening one of the following videos as part of your NLAAD event to generate dialogue about HIV prevention and why it's important to talk about HIV.

- ***Sin Vergüenza (Without Shame) Telenovela***: This exciting, entertaining, and suspenseful telenovela web series, produced by Los Angeles-based AltaMed Healthcare Services, takes viewers into the lives of a dynamic Mexican-American family coping with issues around HIV and sexual health.
- ***One Conversation at a Time Campaign PSA***: This 30-second campaign PSA in English and Spanish models how We Can Stop HIV One Conversation at a Time.
- ***Celebrities Talk About HIV***: This short, 30-second video features celebrities, including Carlos Vives, Luis Fonsi, Leslie Grace and Alexis & Fido, declaring, “Podemos Detener el VIH Una Conversación a la Vez”.

4 Get tested for HIV

- Getting an HIV test is the only way to know if you have HIV. [Learn the basics about HIV testing \(www.cdc.gov/hiv/basics/testing.html\)](http://www.cdc.gov/hiv/basics/testing.html), including the types of tests available.
 - You can find a testing center in your area by visiting <https://gettested.cdc.gov>, by texting your ZIP code to “KNOW IT” (566948), or by calling 1-800-CDC-INFO.
 - HIV home tests are also available www.cdc.gov/hiv/testing/hometests.html.
 - Add the testing locator widget to your website www.cdc.gov/actagainstaids/campaigns/aaa/index.html.

5 Learn about ways to prevent HIV, including HIV treatment (ART or antiretroviral therapy)

- In addition to using condoms the right way every time you have sex, never sharing needles, and limiting your number of sexual partners, also increase your awareness of biomedical strategies, including PrEP, a daily pill to prevent HIV, and [HIV treatment \(www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/stayincare/treatment.html\)](http://www.cdc.gov/actagainstaids/campaigns/hivtreatmentworks/stayincare/treatment.html).
- If you have HIV, the most important thing you can do for your overall health is take your HIV medicine (also called antiretroviral therapy or ART), the right way, every day. But ART can also protect sex and drug using partners who do not have HIV. Taking ART, and being virally suppressed, can dramatically reduce the chances of transmitting HIV to partners who don't have it.